Introducing EPSON's Advanced PerfectPicture Imaging System™

Defining a new standard in print quality, the exclusive EPSON PerfectPicture Imaging System™ is central to the amazing performance of EPSON Stylus inkjet printers, bringing together cutting-edge developments in four main areas:

EPSON Advanced MicroPiezo™ Technology

EPSON Advanced MicroPiezo™ Technology includes two major new features: EPSON Ultra MicroDot™ and EPSON Variable-Sized Droplet Technology. The Advanced MicroPiezo™ Printhead is central to these developments, and includes an increased number of print nozzles, both black and colour, to bring improvements in quality and a 40% improvement on speed. EPSON Ultra MicroDot™ enables the Stylus COLOR 740 to deliver the smallest dot in the world, an astonishing 6pi (picolitres), while EPSON's breakthrough Variable Sized Droplet Technology makes three dot sizes possible - 6, 10 and 19pi (picolitres) - on one page, targeting the smallest dots at areas of detail while utilising the largest for areas of block colour.

In addition to maximising the efficiency of the printer's ink cartridges and optimising print speed, these new developments assure Photo Quality images with exceptional definition and industry-leading resolution, creating even smoother, sharper and more detailed results than



Definitive colour reproduction is assured by EPSON's exclusive 32bit AcuPhoto™ technology which enables this remarkable printer to render variations in colour and texture with greater subtlety and Further enhancing image quality, EPSON Super MicroWeave™ enables fine, continuous tonal gradations

QuickDry™ Inks

AcuPhoto™ Halftoning

Working through a dual-ink system which lowers running costs and reduces change frequency, EPSON QuickDry™ Inks penetrate the surface of the paper and dry almost instantaneously, ensuring that droplets stay sharp, separate and in perfect shape. This advanced chemistry ensures vibrant colours and crisp laser-sharp blacks, both on text documents and Photo Quality images.

Specialised Paper Media

Treated with a special transparent coating, EPSON Photo Quality papers allow individual ink droplets to penetrate instantly whilst locking them in place. The Stylus COLOR 740 is optimised for plain paper printing whilst EPSON's range of special media ensures a perfect match with the printer's capabilities, to provide breathtaking results.





EPSON Variable-Sized Droplet Technology 6 picolitre used for fine detail



19 picolitre used for large areas of colour



Variable 6, 10 and 19 picolitre optimising speed and quality



EPSON°STYLUS, COLOR 740

Specifications

Part Numbers:
• Model Name: EPSON Stylus Color 740
• Model Number: C257035 (240v)

Characteristics:

A4 Black & Colour Serial Inkjet Printer
 Technology: EPSON Advanced MicroPiezo featuring EPSON Ultra MicroDot and Variable-Sized

Droplet Technology. (Black and Colour)
Head Configuration: 2 Heads
Mono Head: 144 Nozzles

Colour Head: 144 Nozzles (48 per colour: Cvan

Magenta, Yellow)
 Print Direction: Bi-directional with logic seeking
 Emulations: EPSON ESC/P2 and raster graphics mode,

Input Buffer: 64KB
Dimensions (W x D x H): Storage 429 x 261 x 167mm
Printing 429 x 613 x 309 mm Weight: 5.3 Kg without Ink Cartridges

Weight. 3.5 xg without interacting with the Samuel Noise Level: approx 47 dB(A) during printing (ISO 7779) Power Consumption: Approx. 18W during printing, (ISO/IEC 10561 Letter Pattern)

Approx. 5W in Standby Mode

CE Compliant: Directive 89/336/EEC and 73/23/EEC

Lifetime: 75,000 Pages (A4, Letter)

FNFRGY STAR Compliant Print Resolution:

Maximum resolution depends upon driver setting, operating system and paper media
 Colour and Black: Maximum 1440 x 720 dpi with

Colour and Black: Maximum 1440 x /20 dpi with EPSON Ultra MicroDot and Variable-Sized Droplet
 Up to 1440 dpi: Plain Paper, Photo Quality Ink Jet Paper, Photo Quality Glossy Film, Photo Quality Self Adhesive Paper, Photo Paper, Photo Stickers and Panoramic Photo Paper
 Up to 360 dpi: 360 dpi Ink Jet Paper, Ink Jet Transparencies and Iron-On Transfer Media

Print Speeds:

Approx. 6 ppm for Black A4 Text memo pattern

• Approx. 6 ppm for Colour A4 Text memo pattern (Economy Mode)

• Approx. 3.2 ppm for A4 documents with text & Photo (360dpi)

Approx. 1.5 minutes per photo 10 x15 cm (720 x 720dpi)*

 200 cps LQ 10 cpi in black Print speeds will vary depending upon configuration, print settings, application, coverage and complexity of the page.

System Requirements

Printer Driver: Windows 3.1, 95, 98, NT 4.0, and Macintosh. DOS support dependent upon each DOS application (advanced printer functionality may not be supported). Ink Level indicator

may not be supported). Ink Level Indicator not included in Windows 3.1 driver

• Pc Minimum Requirements: Processor 386/25 MHz (Windows 3.x), 468/25 MHz (Windows 95/NT4.0), 468/66 MHz (Windows 99) (Recommended: Pentium Processor). Memory: 16 MB (Recommended: 32 MB RAM or more for Windows 3.1, 95 & 98. 64 MB RAM or more for NT 4.0).

Hard Disk: 10 MB (Windows 95 and 98), 20 MB (Windows 3.1 and NT 4.0) (Recommended: 50 ME or more for Windows 3.1, 95 and 98. 100 MB or more for Windows NT 4.0).

Display: VGA or better.

Apple Macintosh * Minimum Requirements: System 7.5.1, 5MB of available memory (10MB with hackground printing), 20MB Hard Disk. (Recommended: System 7.6 or later, 12MB or more available RAM, 21MB RAM with background printing, 40MB or more Hard Disk space).

* Macintosh connectivity requires a standard Apple System Peripheral-8 cable (8-pin mini-circular connector) or equivalent

Colour Matching: Windows: Windows 95 ICM, Windows 98 ICM and sRGB Macintosh: Apple ColorSync

• 5 Bitmap Fonts: EPSON Roman, EPSON Sans Serif. EPSON Courier, EPSON Prestige, EPSON Script.
 4 Scaleable Fonts (from 8 to 32 points): EPSON Roman, EPSON Sans Serif, EPSON Roman T,

FPSON Sans Serif H

Interfaces:3 Standard Interfaces (with automatic detection of interface):

Centronics-type Bi-directional Parallel Interface (IEEE-1284 level 1 device).

Windows assembly:

Windows compatible.

DIN Type High Speed Serial RS-423 (Macintosh), up to 1.8Mbps.

Universal Serial Bus (USB), USB Series B connector

(12Mbps).*

* USB supported where PC conforms to PC98 with Windows 98 pre-installed and manufacture guarantees USB operation. Up to one Hub

Paper Handling:
• Cut Sheet Feeder Volumes: About 100 A4 sheets at 64 g/m2 Paper, 65 sheets of 360dpi Ink Jet paper, 65 sheets of Photo Quality Ink Jet paper, 30 sheets of Ink Jet Transparencies, 1 sheet of Photo Quality Glossy Film, 20 sheets of Photo or Glossy Paper, 30 sheets of Photo Quality Ink Jet Card, 30 sheets of Ink Jet Greeting Card, 30 sheets of Ink Jet Note Card, 10 Envelopes, 1 Photo Quality Self Adhesive Sheet, 1 sheet of Photo Stickers, 1 sheet of Panoramic Photo Paper, 1 sheet Iron-on Transfer Media

• Sizes: A4, A5, 4 x 6", 5 x 8", 8 x 10", B5, Letter, Half Letter, Legal, Executive, Panoramic (210 mm x 594 mm)

Types: Plain Bonded Paper, EPSON Speciality Papers
 Weight: 64 g/m2 to 90 g/m2 for Plain Bonded Paper
 190 g/m2 for Photo Paper

FIVE LOPES

- Sizes: No. 10 (104 mm x 241 mm), DL (110 mm x 220mm), C6 (114 mm x 162 mm), 132 mm x 220 mm

- Types: Plain Bonded Paper, Air Mail

• Weight: 45 g/m2 (12 lb) to 75 g/m2 (20 lb)

Printable Area:

 Maximum Printable Area on A4: 204 x 291 mm * Minimum Top Margin: 3 mm, when loading multiple sheets of EPSON Photo Quality Glossy Film the minimum Top Margin is 30 mm

Minimum Left Margin: 3 mm
 Minimum Right Margin: 3 mm, 3 mm for Single Sheets and C6 Envelopes, 9 mm for Letter and Legal, 7 mm for DL Envelopes, 28 mm for No. 10 Envelopes

Minimum Bottom Margin: 14 mm*
 The Bottom Margin can be reduced to 3 mm by selecting Maximum as the Printable Area setting in the Printer Driver. However, print quality may

Ink Cartridges: • BLACK INK CARTRIDGE

Part Number: \$020189

decline in the expanded area.

Print Capacity: Approx. 900, A4 text pages
COLOUR INK CARTRIDGE (Cyan, Magenta and

Yellow Inks)

Part Number: S020191

Print Capacity: Approx. 300 A4 text pages at 15% (5% duty for each colour), 360dpi

• The colour cartridge can produce approximately 230 of the illustrated photo (10 x 15 cm at 720 x 720dpi), before needing to be replaced. In addition to the quantity of printed 10 x 15 cm photos quoted for the colour cartridge, the black cartridge can produce approximately 1,900 additional photos of the sample 10 x 15 cm "Bike" image pictured in this brochure

before it needs replacing.

Ink Capacity may vary, depending on how often the printer is used and how often the print head cleaning function is used.

Optional Media:

Optional Media:

360dpi Ink Jet Paper A4 100 Sheets (S041059)
Photo Quality Ink Jet Paper A4 100 Sheets (S041061)
Photo Quality Glossy Film A4 15 Sheets (S041071)
Photo Quality Glossy Film A6 10 Sheets (S041107)
COMMITTE

Photo Quality Glossy Firm Ao To Sheets
Photo Paper A4 20 Sheets (S041140)
Photo Paper 4" x 6" 20 Sheets (S041134)
Panoramic Photo Paper 210 x 594 mm 10 Sheets (S041145)

Photo Quality Ink Jet Card A6 50 Sheets
Photo Quality Ink Jet Card 5" x 8" 30 Sheets
Photo Quality Ink Jet Card 8" x 10" 30 Sheets
(S041154)
Photo Quality Ink Jet Card 8" x 10" 30 Sheets
(S041121)
(S041122)

Into Quality Inc.
Iron-On T-shirt Transfer Meura -
Ink Jet Transparencies A4 30 Sheets (S041063)
Photo Quality Self Adhesive Sheets A4 10 Sheets (S041106)
(S041144)
(S041176)

 Photo Quality Ink Jet Cards with Envelopes A6 20 Sheets (S041' Photo Quality Ink Jet Cards with Envelopes 5"x8"

• Photo Quality Ink Jet Card with Envelopes 8"x10" 10 Sheets (S041149)
Photo Paper Card A4 10 Sheets (S041177)
Photo Quality Glossy Paper A4 20 Sheets (S041126)

Warranty:
• Standard: 1-Year Return-to-Base
• Optional: EPSON COVERPLUS 3-Year, Return-to-Base

Optional: EPSON COVERPLUS 3-Year, On-Site

Campus 100, Maylands Avenue Hemel Hempstead, Hertfordshire HP2 7TJ. UK. Telephone: +44 (0) 1442 261144 Fax: +44 (0) 1442 22722 E-mail: info@epson.co.uk Home Page: www.epson.co.uk

Specifications subject to change. All manufacturers trademarks acknowledged

Three year optional extended warranty

To ensure you continue to enjoy complete confidence in your EPSON Stylus printer, it is supported by a 1 year return-to-base warranty, which offers collection, repair and return within five working days as standard.

For additional peace of mind, an optional 3-year warranty upgrade is available within 90 days of purchase.









image used for mpp

**Illustration of memo pattern print samples used for ppm speeds.

Print Speeds Note:The print times shown in this brochure are the average time for multiple prints of the same page over one minute. Times are measured from the 'Print' command to delivery of the page in the tray. The speeds were achieved using the following system 200Mhz Pentium PC, 64Mb RAM, 2Gb HDD, Windows 95. Print times will vary depending on computer configuration, settings application, coverage and page complexity.



EPSON®STYLUS, COLOR 740



The state of the art inkjet printer for advanced home and business users

EPSON Ultra MicroDot - the world's smallest ink droplet, black and colour

1440dpi with EPSON Variable-Sized Droplet Technology

Advanced PhotoReal™ colour printing

40% speed improvement

Parallel, serial and USB interface - Windows & Macintosh

Optimised for plain paper printing





EPSON®STYLUS, COLOR 740

Re-defining home and office printing.

The EPSON Stylus COLOR 740 offers home and office users genuine ground breaking performance, thanks to the very latest developments in 4-colour inkjet technology, including EPSON Ultra MicroDot™ - the smallest ink dot in the world today, in black and colour.

EPSON's unique PerfectPicture Imaging System™ features EPSON Advanced MicroPiezo™, which utilises new EPSON Variable-Sized Droplet Technology to maximise ink control and efficiency, producing the ultimate laser sharp text and Photo Quality output

Outstanding 1440dpi resolution and PhotoReal™ colour ensure the most striking presentations, reports and newsletters, while free software and a Photo Quality Paper Pack complete what is truly the ultimate home and office printing solution for PC & Mac users.



EPSON Advanced MicroPiezo™ Technology

The Stylus COLOR 740 is the first printer to incorporate the latest development of EPSON's award winning Piezo inkjet technology - EPSON Advanced MicroPiezo™. A combination of two key elements - EPSON UItra MicroDot™ and EPSON Variable-Sized Droplet Technology - this cutting-edge innovation produces the best combination of speed and print quality without compromise.

Outstanding Features

- EPSON Ultra MicroDot The World's
- Latest EPSON technology Advanced MicroPiezo™ featuring Ultra MicroDot and EPSON Variable-Sized Droplet
- Outstanding speed 40% speed
- Amazing resolution up to 1440dpi
- Optimised for printing on plain paper
- Fully compatible with Mac and Windows, including '98 USB
- Parallel, Serial and USB interfaces
- **EPSON PerfectPicture Imaging System™**
- Breathtaking PhotoReal™ Colour and laser sharp black text
- Advanced Colour matching -Windows ICM, Apple ColorSync and sRGB
- Free EPSON PerfectPicture Pak home creativity software including: - Adobe PhotoDeluxe 2.0 - EPSON PhotoSheet
- Free Photo Quality Paper Pack

Variable-sized Droplet Technology ensures the most breathtaking clarity, even on detailed areas, and also eliminates image 'banding' which can result from 'straight' lines of dots. This maximises the efficiency of the Stylus COLOR 740 by ensuring exceptional definition while maintaining speed.

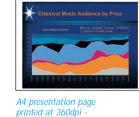
The illustrated pages provide a real life example of actual printing times.



print speed of 27 seconds



A4 web page



print speed of 50 seconds

EPSON UItra MicroDot™

Through the precise control of minute

Ultra MicroDot Technology produces ink

ink droplet available from any inkiet

this new Ultra MicroDot™ produces

EPSON Variable-Sized

amazing PhotoReal images, and laser-

droplets of just 6 picolitres - the smallest

renowned 1440 dpi print resolution and

print speed of 42 second.

Flexible paper handling and reliability

piezo crystals inside the printhead, EPSON The Stylus COLOR 740 supports a wide variety of paper sizes and thicknesses, with a paper handling capacity of 100 A4 pages, 30 Transparency Sheets or 10 printer. The combination of EPSON's world envelopes. To ensure maximum performance, the two ink cartridges can print around 900 pages of A4 text, 300 pages of colour or 70 photos



Full PC and Mac compatibility makes great printing simple

The Stylus COLOR 740 is fully Windows and Macintosh compatible, supporting Windows 3.1, 95, 98 and NT 4.0. The Stylus COLOR 740 also supports USB (Universal Serial Bus) interface the very latest and most flexible way of connecting a wide variety of devices such as printers, without needing to restart the computer a breakthrough in simple Plug and Play connectivity.

Feature Enhanced Printer Driver maximum performance and efficiency

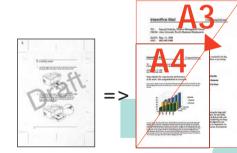
The enhanced Printer Driver features a number of developments designed to increase performance and efficiency, all easily controlled through a friendly

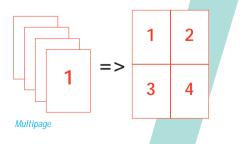
EPSON PhotoEnhance 3 automatically boosts quality by adjusting colour balance exposure and contrast, ideal for printing web



Efficiency is maintained by numerous additional printer driver functions including new Plain Paper Economy Mode to optimise ink economy, and Enhanced Paper Length Check to save wasted pages.

The Stylus COLOR 740 also includes enhancements such as 'Watermark' function, Document Rotation, Proportional Printing, and Multiple Pages per Sheet all designed to provide the user with complete control over the printed document.







On-line Documentation and

the user in control

On-screen Status Monitor keep

ensure that all the printer functions

can be observed and maintained. Status

Monitor 2 keeps users informed of key

printer information, including Printer

comprehensive Reference and Colour

Guides ensure maximum information and

sophisticated multimedia set-up guide and

Status and ink levels, while a

Comprehensive On-line Colour Guide

EPSON Warranty for peace of mind

The EPSON Stylus COLOR 740 has a 1 year

return-to-base warranty as standard, which

may be extended to 3-years and upgraded

to on-site repair support for extra peace

ease of use.

Creativity and quality

- start here Your free EPSON PerfectPicture Pak contains everything you need to start creating -

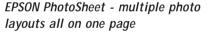


Adobe PhotoDeluxe 2.0° - endless photo presentation opportunities

Based on Adobe Photoshop, the world-

wide industry standard among photo professionals, this powerful, easy-to-use software provides unlimited opportunities to manipulate and present photos. Dozens of templates offer a wealth of presentation opportunities, while professional results can be achieved with the assistance of editing tools including Adobe SmartSelect, a Clone Tool and One-Step Red-Eye

More than 30 Special Effects offer creativity to suit any project, while rieval and storage is made easy with an EasyPhoto organiser for creating photo albums or galleries. And with the addition of Adobe Connectables, a free monthly activities guide which can be accessed via the Web, there really is no end to what can be achieved.



This simple to use EPSON software is designed for printing multiple copies of a photograph in different sizes on one sheet of A4. It provides image controls for rotation, brightness, contrast, saturation and colour adjustment before printing. You can print images from your hard disk or EPSON digital camera or scanner, using the built-in TWAIN interface.







EPSON Photo Quality Paper Pack put the best in and get the ultimate out of your EPSON Stylus COLOR 740

To ensure that outstanding results can be achieved instantly, the free EPSON Photo Quality Paper Pack includes a number of high quality paper products which have been specially designed to achieve outstanding results on the Stylus COLOR 740.

Unbelievable results can be produced on plain paper, whilst genuine EPSON media ensures the very best output possible and provides increased versatility and creativity

The Photo Quality Paper Pack includes: 5 x A4 Photo Paper 3 x 4" x 6" Photo Paper,

3 x A4 Photo Quality Ink Jet Paper

High Quality Images

Included with the Stylus COLOR 740 is EPSON High Quality Images software, offering a selection of pictures that allow you to quickly and easily experience the high-quality output available from your printer, straight out of

